



Independent Research Firm Shows that PR Newswire has the Highest Media Pick-up and Frequency Rate

2008

OVERVIEW

Diagnostics Plus, an independent marketing research and consulting firm located in State College, Pennsylvania, has announced the results of a three-month study on media pick-up of press release content from four major news wire services.

PR Newswire sponsored the study and engaged *Diagnostics Plus* to objectively research articles written by journalists using information from press releases distributed by PR Newswire, Business Wire, Marketwire and PrimeNewswire. The primary research goal was to measure the frequency with which media outlets pick up PR Newswire press releases and those of its competitors.

The research concluded that **PR Newswire leads the competition in both media pick-up likelihood and frequency.**

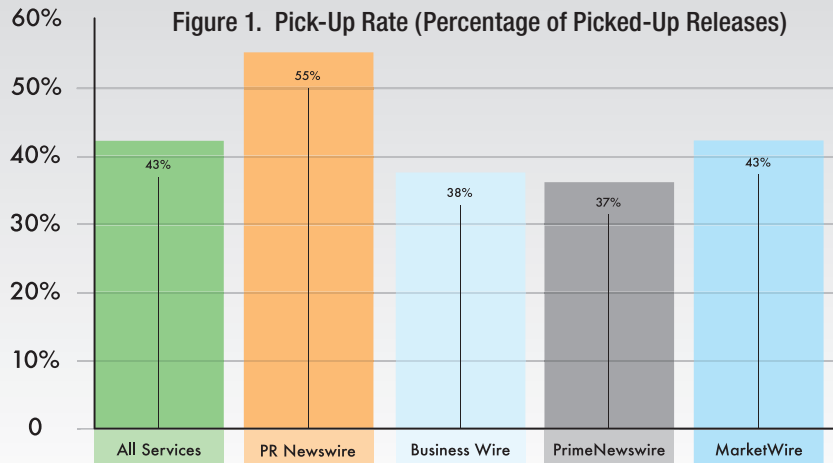


KEY FINDINGS

Pick-up Rate:

Information released through PR Newswire stands a statistically better chance of being picked up in the media.

During the tracking period, 55% of PR Newswire releases were referenced in the media, which is well ahead of the average pick-up rates for the competition (Figure 1).

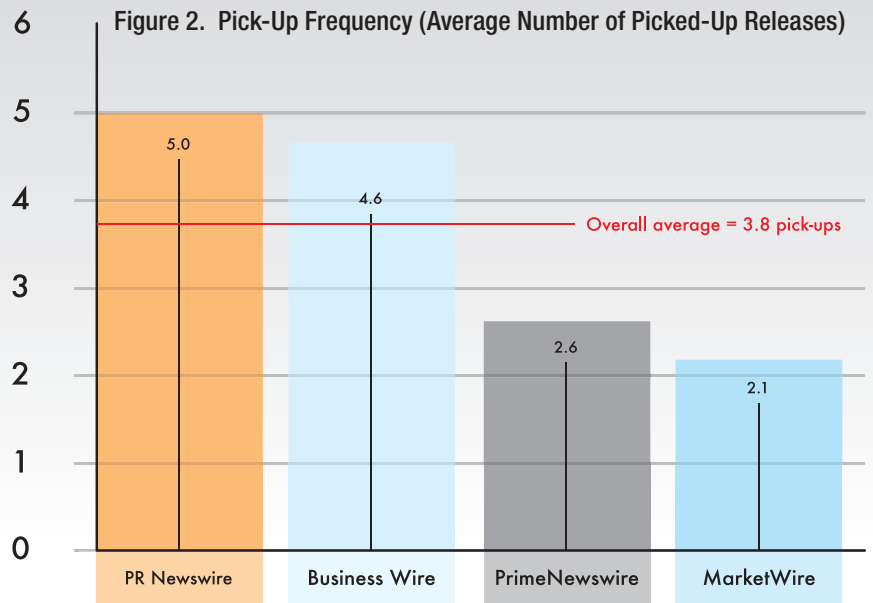


KEY FINDINGS

Pick-up Frequency:

In addition to the highest pick-up rate, PR Newswire releases got the highest average number of pick-ups.

The average picked-up release was cited an average of 3.8 times. **PR Newswire releases were picked up an average of 5 times.**

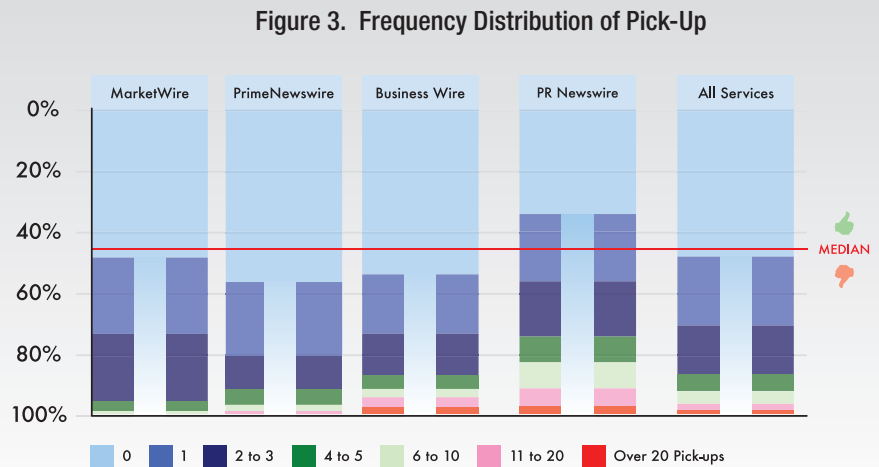


*Average number of pick-ups for releases picked up at least once.

KEY FINDINGS

Frequency Distribution of Pick-Up:

Over 20% of PR Newswire releases were picked up 4+ times. The average for the study was 11%.



METHODOLOGY

Diagnostics Plus researchers, assigned using a random number methodology, randomly selected press releases to be tracked. In general, an average of 20 press releases were selected each day over the course of three months.

The final sample included 1,200 randomly-selected press releases. The sample subset for each wire service included 300 releases. The tracking period began on April 1, 2008 and ended on June 30, 2008. No weekend releases were included in the research. The margin of error for the study was plus or minus 3% at 95% confidence.

Each release was tracked for pick-up over a two-week period using Lexis/Nexis and Factiva keyword searches. A “pick-up” was defined as relevant use of the release subject matter in media published after the date/time of the release and within the two-week tracking period. Re-publication of the release without alteration was NOT counted as a pick-up. **In the context of this research, a pick-up represents unique editorial use of release content.**

ABOUT DIAGNOSTICS PLUS

Diagnostics Plus has been serving clients for over two decades. The company specializes in providing market and media research for clients in a variety of sectors. Diagnostics Plus has worked with more than 700 organizations in 18 countries and is a member of several major research organizations including the Council for Marketing and Opinion Research (CMOR), Market Research Association (MRA) and the Council of American Survey Research Organizations (CASRO).

Jim Fong, President of Diagnostics Plus, served as the project manager and officer for this effort. He can be reached at (814) 234-2344 extension 225 or jfong@diagnosticsplus.com.